

Your Name	Angela Cotoara
Name Of Your Organisation	Fundatia Professional
Country	Romania
email	acotoara@gmail.com



Ideas into Action – Entrepreneurship for Youth Workers based on Local Economy Needs

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1. Report of secondary research on Entrepreneurship in Romania

1.1. Definition of Entrepreneurship specific to Romania

Romanian entrepreneurship is still *under construction*, even if in Europe it has a long tradition and an increasing evolution. Romanian entrepreneurship is still blocked up by juridical, institutional and psychological reasons. The opportunities offered by the status of EU member state, has represented for Romanian entrepreneurship a charted way to success because of simplification, standardization and stabilization of European regulations. Romania is classified in *efficiency-driven* group, together with Bosnia and Herzegovina, Croatia, Hungary, Latvia, Macedonia, Montenegro, Russia and Turkey. A normal society must support people that have the skills to recognize and to explore business opportunities. A positive attitude towards entrepreneurship will generate cultural and financial support, networking and technical assistance to potential entrepreneurs.

The Explanatory Dictionary of Romanian Language makes a clear distinction between the term “entrepreneur” (*întreprinzător*) and the term “contractor” (*antreprenor*).

The entrepreneur is the person that has the initiative and easily set in motion a business, is the head of business, in particular. The contractor is the person that performs work, under contract, in exchange for a certain sum of money, is the person who performs construction, term used in particular. Usually the term of “antreprenor” (contractor) is used incorrectly, in the sense of “întreprinzător” (entrepreneur), together with other terms, like: manager, administrator or employer, defining that person that is running a business.

1.2. Local, Regional and National Economy

Economic recovery signs from economic crisis are still modest. Because of economic turnover, the credit conditions become stricter so many companies were unable to invest in manufactures equipment or acquisitions. Also, many firms were affected by the decreasing of sales. So, the collapse of people trust and the reduced level of consumption slowed the pace of business development.

The high level of investor’s aversion towards risks and the incertitude of economic perspective, together with administrative barriers negatively influenced the evolution, activity and performance of Romanian entrepreneurship.

Accordingly with **White Paper of SMEs** (CNIPMMR, 2010), the most common problems of entrepreneurs in Romania are referring to:

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- ✚ legislative framework (51.32%),
- ✚ excessive bureaucracy (45.22%),
- ✚ low possibility to predict the evolution of business environment (32.30%),
- ✚ corruption (31.76%).

These are accompanied by:

- ✚ social tension (27.12%),
- ✚ political changes in country management (22.93%) and
- ✚ the politics of IMF and WB (17.11%).

Entrepreneurs have also to face some internal blockage such as:

- financial instability,
- unfair competitiveness,
- lack of communication between the state institutions,
- the collapse of real estate,
- reduction in purchasing power of population,
- the credit policy of banks.

Dimension of entrepreneurial activity in Romania is presented by the **2nd Report of Centre Entrepreneurship & Business Research** (Centre for Entrepreneurship & Business Research,). Accordingly to this study, the social aspects are important drivers when comes to decide to be involved in entrepreneurial activities.

1.3.Youth Unemployment Figures

The presence of entrepreneurs in the individual's family is a determinant factor for having the courage of starting a business. The role model is obvious. Previous experience is important for individuals involved in pre-start up entrepreneurial activities. Nevertheless, the generation of entrepreneurs tends to be formed by younger individuals with lower levels of experience.

Regarding the demographic factors, the average age of Romanian entrepreneur is 39 years. In addition, there is no difference between the men's and women's average labour experience – 11 years.

Men (64.96%) are more actively involved in new venture creation process than women (35.04%).

For recent entrepreneurs (less than 3 years), the highest rate of business creation is recorded by individuals between 26 and 30 years old (30.88%) and between 31 and 35 years old (31.5%). The rate of business creation decreases with respect to age, and moves from 13.10% for individuals between 36 and 40 years old to 6.76% in the case of individuals over 50 years old.

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Concerning the educational level, 61.54% of recent entrepreneurs have management studies.

Regarding the social traits, self-confidence is one own entrepreneurial skills that fuels entrepreneurial activity, the individuals involved in entrepreneurial activities having a lower social fear to business failure.

(A study in the field of **Romanian Entrepreneurship – Collection of success stories** Fundatia CADI Eleutheria, 2011) explains the *SWOT Analysis of Romanian Entrepreneurship*).

1.4. Entrepreneurship and Education in Romania

“The world our children are going to live in is changing four times faster than our schools”. *Dr. Willard Dagget, Director International Centre for Leadership and Education*

In **Romania**, Entrepreneurship is taught as a separate subject in upper secondary schools. The Business Plan Competition, aimed at all registered training firms, was introduced in the school year 2008/09 as a joint initiative of the Ministry of Education, Research, Youth and Sports, the National Centre for the Development of Vocational and Technical Education, and KulturKontakt Austria and other social partners.

The Ministry of Economy, Commerce and Businesses has launched the '**Government Strategy for the Development of the Small and Medium-Sized Enterprises (SMEs) Sector by 2013**' developed within a project co-funded by the European Social Fund. At present, there is a **Government Decision on the approval** of this strategy. The general objective of the strategy is the economic revival and the support for the development of SMEs over 2010-2013.

The measures and actions proposed within Priority 'Promoting an entrepreneurship culture and making entrepreneurship education efficient' refer to: Continuous development of the education system in order to efficiently support the promotion of an entrepreneurship culture, with the following actions:

- e.g. Developing specific modules within the school curriculum, which provide students with the opportunity to learn concrete things and the option of extending their entrepreneurship knowledge;
- Appropriate teacher training;
- Supporting the partnership between businesses and the education system with a view to promote entrepreneurship by developing curricula, in cooperation with local businesses, which provide students with the opportunity of hands-on experience through activities in a company.

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<http://www.fonduri-structurale.ro/detaliu.aspx?t=Stiri&eID=8780> (only RO)

The Law of National Education 1/2011 stipulates in Article 343 the establishment of **Community Lifelong Learning Centres** by local public administrations in partnership with education and training providers. The role of the centres is to implement policies and strategies in the area of lifelong learning at community level. Among the responsibilities of these centres, according to Article 344, paragraph 1, point c), there are 'the provision of educational services for children, Youth and adults through: (...) (iv) **programmes for entrepreneurship education**'.

<http://www.edu.ro/index.php/base/frontpage> (only RO)

The concept of training firm was introduced in the Romanian technical and vocational education and training through a project initiated within the Stability Pact and carried out in cooperation with the Austrian Ministry of Education and Culture – the ECO NET project, since 2001.

<http://www.tvet.ro/index.php/ro/component/content/article/18-cap4/147-firma-de-exerciui-intreprinderea-simulata.html> (only RO) <http://www.roct.ro/>(only RO)

In the framework of the strategic project 'Training Teachers' in technical and vocational education and training – the SERVICES profile in order to expand the use of the modern training firm method, implemented by the CNDIPT in 2010-2013, teacher training for the implementation of the training firm concept is taking place. The Ministry of Education organises dissemination actions as a follow-up. (<http://firmaexercitiu.tvet.ro/>)

The **Business Plan Competition**, addressed to all registered training firms, was introduced in the school year **2008/09** as a joint initiative of the Ministry of Education, Research, Youth and Sports, the National Centre for the Development of Vocational and Technical Education, KulturKontakt Austria and other social partners. (<http://www.roct.ro/competitia-business-plan/>)

Since 1993, **Junior Achievement** (JA) has implemented economic, entrepreneurship, financial and vocation guidance programmes in the Romanian schools. Junior Achievement has developed both optional programmes/school-based curriculum for all levels of education and programmes for extracurricular activities. The JA programmes are implemented in over 1 000 public schools throughout the country, due to the partnership No. 10184/2003 with the Ministry of Education and the financial support provided by the business community. (<http://www.jaromania.org>)

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1.5. Promoting Entrepreneurship at Local, Regional and National Level

1.5.1. Promoting Entrepreneurship at Local Level

- AJOFM Mures County Agency for Occupying the Work Force offers information on local employability, counselling and assistance for unemployed people, training and re-training for unemployed young people, incentives for employers of newly-graduates.

- « Petru Maior » University, Faculty of Economics, Law and Administrative Sciences due to the CNCSIS grant, no. 42GR/2007 has experience and valuable background and knowledge in Entrepreneurial Education. The members of the CNCSIS project collected current practices in entrepreneurial education in the Romanian universities; collected best practices and curricula in entrepreneurial education in the old, new and associated EU countries as well as in North-America in order to develop and establish an advanced similar education in the country, too. The results of the research were discussed at the 3rd International Conference on Economics, Law and Management – in June 2014 at Petru Maior University in Tîrgu Mures (Romania). The Round Table on “Entrepreneurial Education” held within the 3rd International Conference on Economics, Law and Management ascertained that for the time being there are only a few teaching staff on entrepreneurship in Romania. There are also few incentives to motivate teachers to get involved in entrepreneurial teaching and interaction with students. For the time being the importance of building a career in entrepreneurship in addition to research as a main promotion criterion is not recognized. The development of a Bachelor and Master Entrepreneurship Program has been launched at “Petru Maior” University.

- As human resources potential, there is a Medicine and Pharmacy University, founded in 1945, providing yearly around 180 general medicine bachelors and 160 dental medicine bachelors, and around 5 PhD’s both in general medicine and dental medicine. There are also nursing schools both public and private. The University can provide also research and training services (Medicine and Pharmacy University report, 2011). As a sizable number of doctors have emigrated, or work abroad in European countries, there is a sizable number of doctors that are entrepreneurs setting up their own clinics and private hospitals.

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There are 140 dental practices (2011) having contract with Health Insurance House, but that's just a fraction of the total number as some, or most dental practice use only out-of-pocket payments. There are 14 hospitals in Mures County, 7 owned by local authorities, 1 owned by Health Ministry, and 6 private hospitals. Mures County had in 2010 a public health capacity of 3823 hospital beds, 1679 doctors, 120 dental practices, and 3575 medium trained health staff. No statistics are available on private owned practices personnel and capacity (Mures County Statistics Institute). A reasonable assessment would be around 20% of the public capacity.

- Mures county has also balneal tourism potential, especially related to salt water treatments. There is the Sovata-Praid area, with an old tradition on salt-water, and salt-mine air treatments for a wide range of conditions. Closer to Targu Mures, there is Sangiorgiu de Mures, with a salt-waters spa offering opportunities for entrepreneurship in services development.
- Because the world is based on innovation, the only way to stay ahead of a field is to be involved in cutting-edge projects that allow entrepreneurs and companies to have access to information non-existing before. Digital Mures is a unique opportunity for companies that want to be one step ahead of the competition.

The Digital Mures computing system will be created in partnership with the private sector, the financial/banking and academic environment. Due to this process, SMEs and other young companies that consider they can participate in its development can make their own proposals, which will be sustained by the administration in accordance with the development strategy. Once the ideas will pass the project phase and the companies will effectively contribute in building the IT&C system, they will have access to a range of benefits for young entrepreneurs in IT. Even if a pilot project, the Digital Mures IT&C system was already validated by prestigious institutions. Consultations that took place during the development of the Digital Mures Strategy led the project to recognised national and international entities that have confirmed the possibility of its implementation. The votes of confidence were given by:

- **European Commission** - will finance the EPIC project, in which the city is involved with Brussels, Manchester and Issy-les-Moulineaux.
- **World Bank and U.S. Trade and Development Agency** - have shown interest in collaborating and supporting municipality
- **Visa Europe** - has announced its willingness to cooperate and implement a new technological standard in Tirgu Mures

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- **APER0 - Association of Electronic Payments in Romania** in which the management of the key cards schemes in the world are involved, also present in Romania, Visa and Mastercard.

- **Ministry of Communications and Information Society** - has already approved funding of two projects that will bring the city closer to the creation of the IT & C system.

- **IBM Research** that after consultation may be the first possible partner for the technological park of Digital Mures Strategy.

The project that will be implemented in Tirgu Mures is unique in its complexity and will generate a working model that can be replicated anywhere in the world. Because of this, information about a small or young company's role in this system will be essential whenever Digital City will be developed for other cities. Companies participating now in this cutting edge project will have access to data and work experience that cannot be obtained elsewhere. One of the biggest challenges in launching new services is the amount of information required to validate their feasibility. In Tirgu Mures these data can be obtained by young entrepreneurs through the use of ICT systems as a platform for implementation while academia can help testing the service.

- Out of the permanent population living in Romania 10.054.000 people live in the cities and municipalities (52,8%), while 8.989.000 people live in the rural area (47,2%). Because of this high percentage of population who live in the rural area and because of prolonged transitional process from a subsistence economy characteristic of pre-modern societies to the market economy, the villages in our area are characterized by some habits from the former period, that of the subsistence economy, which are superposed to and interact with modern and even post-modern behaviours and motivations. (<http://creativecommons.org/licenses/by-nc-nd/3.0/>). Selection and peer-review under responsibility of the Emerging Markets Queries in Finance and Business local organization 1496 Elena Rădulescu et al. / Procedia Economics and Finance 15 (2014) 1495 – 1500. The European Union is paying more and more attention to rural area development, by offering more than simple agricultural support. With the increasing popularity of the idea that business creation and development may constitute the best strategy for rural development, new reports from different local sources are now questioning the potential benefits that entrepreneurial support may bring to the economic development of rural areas.

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• NGOs organisations and associations are involved in promoting entrepreneurship using non-formal and informal education. (Woman of the Third Millennium, Divers, Alpha Transylvania).

1.5.2.Promoting Entrepreneurship at Regional and National Level

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<http://www.fonduri-structurale.ro/detaliu.aspx?t=Stiri&eID=8780> (only RO)

NGOs organisations and social cooperatives, mutual associations, other charity and voluntary organisations are involved in promoting entrepreneurship using non-formal and informal education. They are supported by the ESF funded operations for providing a flexible and sustainable tool that can help communities to achieve their own objectives, such as:

- § stimulating job creation and skills development;
- § enhancing community capacity for social supports;
- § supporting economic growth and neighborhood revitalisation;
- § protecting the environment;

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§ mobilising disadvantaged groups.

The **Civil Society Development Foundation (CSDF)** is an independent, non-governmental organisation, established in 1994, following an initiative of the European Commission. CSDF is an “organisation for organisations”, sharing the belief that the very development of non-governmental organisations is an indicator of the progress of communities and young citizens.

1.6. Encouraging Entrepreneurship and Supporting the Employability of Young People

In Romania there are 3 regions that will be eligible within the Youth Employment Initiative, having a youth unemployment rate higher than 25%, as follows: Centre - Mures County (31.7%), South-East (31.3%) and South-Muntenia (30.2%).

Moreover, in 2012, the share of young people not in employment, education, or training (NEETs) was 3.6% above the EU average. The Romanian Government’s response to this situation is :

- the *National Plan for Boost Youth Employment 2013*, which includes measures and programmes such as Youth Guarantee (mobility bonuses, financial incentives, professional and carrier guidance and entrepreneurship counselling, business simulation, internships, apprenticeships, partnerships between schools, universities, and companies and other organisations and start-ups created by young persons).

- A pilot scheme of "Youth Guarantee" is also under implementation, financed from the Sectoral Operational Programme Human Resources Development 2007-2013 (HRD 2007-2013), in order to create a model and to identify the most appropriate measures, adapted to national specificities, on which will be projected Youth Guarantee scheme 2014-2020.

- The new apprenticeship system, which will be also included in YGIP, will receive additional funding for 2014 – 2020, the Ministry of Labour proposing an allocation of 61 mil. Euro to train 10,500 apprentices. It will be also developed a National Plan for vocational training through apprenticeship, approved and monthly monitored by MoLFSPE.

- The traineeship for higher education graduates, which will be also included in YGIP, will receive additional funding for 2014 – 2020, the Ministry of Labour proposing an allocation of 31,5 mil. Euro for 17,500 graduates. For 2014, from the Unemployment Insurance Budget will be allocated 2.7 mil. lei for organising traineeship for 1,800 higher education graduates.

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The Romanian-American Foundation invests in initiatives that lead to job creation and the development of human capital and businesses. To support this goal they work to increase the entrepreneurial skills and “can-do” attitudes of individuals and organizations, so there will be more Romanians willing and able to develop small businesses, create new economic activities, and innovate. It supports other NGOs to develop projects for young people and young entrepreneurs:

- "Green Entrepreneurship 2 – Development of Ecotourism Destinations in Romania" (2014 - 2019) - a program implemented by Fundația pentru Parteneriat
- “Social Enterprises Create Economic Opportunities and Employment in Marginalized Communities” (2010-2014) – a program implemented by NESsT
- “Green Entrepreneurship – Social Enterprises for Sustainable Development” (2011-2014) – a program implemented by Fundatia pentru Parteneriat and Centrul pentru Educatie Economica si Dezvoltare din Romania
- "Investment in Social Enterprises" (2011-2014) - a program implemented by Fundatia Motivation Romania
- “Rural Development through Entrepreneurship” (2012-2015) – a program implemented in partnership with Fundația Civitas pentru Societatea Civilă, Fundatia Parteneriat pentru Actiune Comunitara și Transformare, Fundatia pentru Dezvoltarea Societatii Civile, Fundatia Centrul de Mediere si Securitate Comunitara, Centrul pentru Educatie Economica si Dezvoltare din Romania and Centrul Roman pentru Politici Europene and Opportunity Microcredit Romania IFN SA, Romcom IFN SA, Vitas IFN SA, Societatea de Finantare Rurala FAER IFN SA and Fundatia pentru promovarea Agriculturii si Economiei Regionale FAER, Patria Credit IFN SA and Patria Credit Foundation as pro-bono partners in implementing the training and consultancy programs for rural producers.

FAER mission is to implement projects in the field of agricultural and rural development supporting the rural farmer, households from the Central Transylvanian counties of Mures and Bistrita.



Josif Szántó, 31
Iernut, Mures County, ROMANIA

After he lost his job, Mr. Josif Szántó, who owns a modest house with his wife, decided to make a living out of his work with cows. In 2009, he got to know FAER in a meeting

organized by the organization and received the necessary information about the microcredit programme. He requested funding for an investment project. At that time he owned three cows for milk, a stable, a horse, a cart and land. In March 2009, he obtained a microcredit from FAER. The credit amounted to €3,000 over a period of 48 months with a two-month grace period. This product is specific to FAER as it addresses small farmers who wish to develop their business. It offers a grace period, allowing setting of the repayment period depending on the

applicant's income. Moreover, clients can benefit from vocational training organized by the FAER Foundation. Revenues from the sale of milk are the only income of this family of farmers. With the microcredit, the beneficiary has purchased four cows to increase the quantity of milk sold, thereby increasing revenues obtained which will ensure a decent living. Household income growth can be sustained on a long term basis. Starting from a herd of ten head of cattle, the recipient can access subsidies and the EU Structural Funds so that the business can become profitable and sustainable in the long term. Josif now wants to develop his small business even more by purchasing agricultural farm machinery.

Young Successful Entrepreneurs from Tg.Mures <https://ro-ro.facebook.com/TASTargu>

Anca and Charlie's Success story (Mures rural area)

The tasks are clearly divided in the Dalmasso family. Charlie deals with the cultivation of fruits and vegetables, and Anca is preparing and giving tastes to her jams: strawberry jam with mint, the currants, nuts, rhubarb, especially the milk, made according to a recipe from France, are products that have won thousands of tourists' appreciation.

In recent years, the two have set up a small laboratory in which you can taste the home made jams prepared as Anca's Mom did, but respecting EU rules. 6,000 Euros invested in the laboratory and have already reached a profit of 20,000 Euros per year by selling online.

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"The opportunities in Romania are many more, that's clear ... and we must simply try: sometimes works, sometimes does not work," says Charlie. Now Charlie and Anca want to arrange some guest rooms for tourists who come to visit the area. Last year, the house on the hill received guests from all over Europe. Most came from France, but have had guests from Honk Kong and Australia.

Targu Mures Club of the Entrepreneurs (JCI) established since 2009, is mainly aimed at creating an enabling environment in which professionals and entrepreneurs from various fields, should consolidate experience, grow and expand their network of professional contacts and feel better in a friendly and non-formal atmosphere. Of the four directions established at national and international level (business, personal development, international relations, responsibility to the community) JCI Targu-Mures aims to focus on two of them: individual development and business

Young Entrepreneurs from Tg.Mures has organized **Food Waste Combat**

On average, in Romania, a person throws 10 kg of food per month; Romania is ranked 8th in Europe from food waste;The money spent for food thrown away in one year by a Romanian can make nine full tanks of petrol.

The desired results are based on informing people on responsible food consumption, ways to reduce food waste which will be directed towards practical actions including recovery of surplus food. "We want to contribute to a clean responsible and sustainable society, for our descendants".Food Waste Combat begins with a local survey, whose aim is to identify habits of people living in Tg.Mures, tracing food waste problem and finding a point from which to start this fight.

1.7. Events Promoting Entrepreneurship

Start up Weekends are organized by volunteers. (Friday, May 22 - 24, 2015 Event starts at 5:30 pm) <http://www.up.co/communities/romania/targumures/startup-weekend/events>

Startup Weekend (Friday, May 22 - 24, 2015 Event started at 5:30 pm) <http://www.up.co/communities/romania/targumures/startup-weekend/events>

is a global grass-roots movement of active and empowered entrepreneurs who are learning the basics of founding startups and launching successful ventures. It is the largest community of passionate entrepreneurs and as of November 2014, 1,900 events

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have been held worldwide, involving over 150,000 entrepreneurs across more than 127 countries. The result? Over 10,000 startups have been created all over the world. All Startup Weekend events follow the same basic model: anyone is welcome to pitch their startup idea and receive feedback from their peers. Teams organically form around the top ideas (as determined by popular vote) and then it is a 54 hour frenzy of business model creation, coding, designing, and market validation. The weekends culminate with presentations in front of local entrepreneurial leaders with another opportunity for critical feedback. Whether entrepreneurs found companies, find a cofounder, meet someone new, or learn a skill far outside their usual 9-to-5, everyone is guaranteed to leave the event better prepared to navigate the chaotic but fun world of startups.

The Chamber of Commerce and Industry organizes annually a ceremony for the Best Entrepreneurs in the Mures County. This year 19 entrepreneurs/companies have been awarded prizes.

Business Networking Event (BNE) is an event that is supporting young entrepreneurs and professionals in Mures County by organizing regular meetings aimed at training and enhancing professional relationships. Organized as a "Speed Dating" in a span of 5 minutes, participants share ideas with one party and then change partners involved. Thus, all those present in the room have the opportunity to identify ways of collaboration in the future. BNE is one of the first events organized by JCI Targu-Mures, the first edition took place in November 2009. Being greeted with much enthusiasm and interest of entrepreneurs Mureseni BNE helped develop the organization. Today, BNE event is organized in all JCI organizations in Romania and abroad.

Business Days. In 2010 JCI Targu-Mures organized the most important event ever devoted to business people in the Mures County. Held from March 24 to 25, respectively 29 to 30 September seminars and sessions draft Business Days gathered over 600 participants and over 50 speakers who gave presentations and workshops on management, entrepreneurship, business innovation, CSR and human development. The two events were a great opportunity for entrepreneurs Mureseni to meet, listen to and interact with business leaders from Romania and abroad such as: Lorand Szasz, Marius Ghenea, Eusebius Burcas, Mihaela Stroe.

Evenings of Development. This project was dedicated to personal and professional development of young people thus providing a new growth opportunity for the local community. The project consisted in organizing trainings and seminars character mini regularly on various topics, supported by experienced trainers who have tried to address areas of concern for young people.

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1.8. Summary

Traditionally entrepreneurship has been associated with launching new businesses. However, many individuals and institutions are beginning to think of entrepreneurship as a vital life skill that extends far beyond the ability to launch a venture, a life skill that prepares individuals to deal with an ambiguous and uncertain future. Entrepreneurship embodies methods for thinking, acting, identifying opportunities, and approaching problems that enables people to manage change, adjust to new conditions, and to take control of actualizing personal goals and aspirations. It is also a vehicle for developing a set of skills—creative thinking, leadership, decision-making, social networking, to name a few—that taken together, enable individuals to distinguish themselves in a variety of traditional and nontraditional work and life paths. To be entrepreneurial is to be inspired and capable of creating opportunities for oneself.

Entrepreneurship is the resuscitation key of Romanian business environment. Although, the framework under Romanian entrepreneurs should operate is still unsafe and unpredictable.

There are several postulates that can guide an entrepreneur in the business world (Comisia Europeana Intreprinderi si industrie 2011):

- ✓ In business there are no problems, there are only situations that offer opportunities!

- ✓ Working together as a team and networking are the keys for sustainable growth.

- ✓ Winning together is preferable for losing by your own.

- ✓ If the business is running like a family, the chance to grow up is higher.

- ✓ Seek not only success but also appreciation.

- ✓ Everything starts with a dream, if you are not dreaming, no dream will become reality.

- ✓ Business life may be understand looking behind, but must be lived looking forward.

- ✓ For an open-mind entrepreneur everything is possible.

- ✓ Only by trusting yourself, you may gain the trust of others.

- ✓ Respect people, only they are bringing you the success.

- ✓ Think global and act local.

- ✓ A new day is a new challenge for business.

- ✓ Entrepreneurship is not an occupation is a lifestyle.

2. Survey report of primary research on Entrepreneurship in Romania

This Primary Research Report highlights the sorts of projects the social partners have been involved in, what has worked and resources available

The seven social partners involved in the survey are:

1. ‘Petru Maior’ University –Faculty of Economics, English Section Lia Contiu PhD in Economics
2. Colegiul National ‘Unirea’ - Unirea High School – Andreea Naznea – Headmistress
3. Colegiul Economic Transylvania – Transylvania Economics High School – Deputy Headmistress PhD Sorina Balan
4. Femeia Moleniului III – Woman of the Third Millinium – Afrodita Roman - President
5. Transaire Agency Monica Rusu – Tour operator officer
6. AJOFM – Reghina Farcas –Director Executiv – CEO
7. Scoala Generala nr.16 – Singeorgiu de Mures - Csiki Angela- Headmistress

1. **Have you been involved in any Entrepreneurship focused projects?**
2. **If yes, what projects have you been involved in ? Please describe in 30 words or less.**

The seven respondents are all involved more or less in projects either local subsidized by :

- the Local Council (small projects for socially excluded young people)
- EFS projects for “Start Ups” having as target group disadvantaged young people up to 30;
- ESF Human Resources projects for counseling unemployed people and develop employability.
- European projects: Leonardo Transfer of Innovation: “Valorising Social Enterprises”
- ESF for Tourism – a Local Resource for Employment

3. What do you think the outputs, benefits and impacts of Entrepreneurship projects are?

Some of the most relevant responses:

“There were projects at local level funded by the local Council for disadvantaged women and socially excluded young people. We tried to initiate them in starting social

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enterprises such as: tailoring bed sheets, knitting woollen socks, manufacturing season greetings cards. After the funding has been terminated, we had to find other sources as these social enterprises could not sustain themselves”.

No.	Outputs/benefits /impacts	%	Hierarchy
1	Intergenerational Mentoring	57.14%	III
2	Business success	28.57%	V
3	Motivation	71.43 %	II
4	Better quality of life	57.14%	III
5	Student enterprise	42.85%	IV
6	Individual confidence	85.71%	I

First the respondents were very much in favour of Entrepreneurship projects which they consider:

- a means of achieving social change enabling marginalized groups such as students who have become alienated from formal education;
- students with learning difficulties are engaged in learning experiences through which they connect practical skills, creativity and self-development into purposeful activities
- young people are enabled and inspired to see what they can do and who they can become.

If we look at the graph, we can easily spot the fact that what it lacks the most is **Individual confidence** as the percentage is as high as 85%. **Motivation** and **Better quality of life** are also of great importance for the respondents. On the fourth position is definitely **the Intergenerational Mentoring** as this is something very rare and which is much needed and it is not done consistently or having any support training or methods. **Success in business** is not very important for the respondents as they consider the process as being more important than the result.

Demographic change means that it is inevitable that increasing numbers of people will need to become entrepreneurs at different stages of their life. Due to a fierce migration of more than 3 mil. of women and men towards the European countries many stories were written. Some were successful stories which show people using their entrepreneurship abilities and habits acquired abroad and bringing new ways of doing business at home. On the other hand others put all their savings in building a house which is not going to produce anything but consume money.



There are also many successful projects in which entrepreneurs become role models, coaches and trainers for young generation. So there is a scope for continued innovation and challenge in researching and developing projects.

4. What do you think the main challenges are for Entrepreneurship projects?

- The information in the guides in a too formal and even bombastic style is one of the things that has been considered an important issue for the success of a project.
- Sometimes the reimbursement of the payments could last for one-two years and during that time, the company can be bankrupt.
- Lack of transparency and subjectivity in project assessment (EFS) are also discouraging factors for young people to embark on this difficult road of project developing.
- Lack of access to financing

5. What do you think are the potential benefits of bringing entrepreneurship and education together?

Education and learning for entrepreneurship will remain a live issue. It depends on the effectiveness of the entrepreneurial learning process.

Entrepreneurial learning and research are means of facilitating the changes and transformation which are needed. That is not to say that there is one “best way” but that the knowledge of what works in one environment can be exchanged and shared with others. Although in Romania we have Entrepreneurship as a compulsory subject it doesn't mean that Enterprising learning has an increasing role in school education throughout the curriculum. The ideal situation will be for Entrepreneurship to be taught as a cross-curricular topic developing an entrepreneurial mindset in young people. The best results will be by offering a holistic way of developing abilities and habits of independence, self-efficacy, creativity innovating and organising across and between subject areas.

6. What support materials and resources are most useful for entrepreneurship projects? Provide URLs if possible

What we can see from the respondents of our seven organizations is their mentioning that Romania has not “any national strategy for Entrepreneurial education” and it is situated among the last positions in a comparative ranking.

Although there are some successful initiatives in the past ten years there is not any coherence and cohesion among these programmes.

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CNDIPT project Training of the VET teaching staff for the extension of the modern interactive method of learning the “Simulated Firm” financed by EFS Human Resources (POSDRU) trained 600 VET teachers the Service profile.



School for Startups România S4S has been the first school for entrepreneurship in Romania which adopted a non-formal approach. Doug Richard, known as “series entrepreneur” cunoscut ca „antreprenor în serie” and “angel” from Great Britain Marea Britanie, S4S teaches in Bucharest and Cluj-Napoca 200 young men a year how to succeed in Entrepreneurship. www.schoolforstartups.ro.



BMP is another programme for young men. www.businessmentoring.ro

UNCTAD/EMPRETEC România.

EFS Human Resources POSDRU is a non-refundable programme for Entrepreneurial projects <http://www.fseromania.ro>



7. What competences and characteristics do you think young people need to succeed in entrepreneurship?

<i>Not important</i>	<i>A little Quite important</i>		<i>Very Important</i>		<i>I don't know</i>
1	2	3	4	5	0

Search for opportunities 57.14%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use your initiative 57.14%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learn how to plan 71.43%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Be resilient 71.43%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Be a good self promoter 62%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Always project a professional and positive image 78%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understand your target market 42.85%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Be familiar with latest technology 42.85%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enjoy what you do 71.43%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Develop a positive reputation 42.85%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train yourself 57.14%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Not important	A little Quite important		Very Important		I don't know
1	2	3	4	5	0

The highest percentage of 78% was awarded to “Always project a professional and positive image” which shows the importance of positive thinking among youngsters. The second place was held by: Learn how to plan 71.43%, Be resilient 71.43%, Enjoy what you do 71.43% which show us the importance given by the young people to planning, resilience and an enjoyable job. We have to take into consideration these preferences when designing the framework of the cascading training.

8. What are your target groups? Please tick all boxes that apply.

Young people in general **2** (28.57%)

Young people interested in starting their own business **4** (57.41)

Organisations who provide information/expertise **4** (57,14%)

Young people engaged in Event Management **3** (42.85)

Young people engaged in Tourism **1** (14.28%)

Young people engaged in Social Enterprises **6** (85.71%)

Young people involved the Care Sector **1** (14.28%)

Young people interested in the Hospitality industry **1** (14.28)

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Young people interested in Agriculture **2** (28.57%)

Young people with knowledge in English for Special Purposes (such as Care, Agriculture) **0**

Unemployed young people who have finished School/University/European Voluntary Service **5** (71.42)

Young people in their last year of school who are at risk of being unemployed **4** (57.4)

Young people interested in being involved in Project Piloting **2** (28.57%)



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